



AFTER seven weeks at the gate, WLWI (TV) Indianapolis finally got the starting gun. The station received a go-ahead wire from the FCC shortly after noon last Thursday, and at 4:50 p.m. the Crosley Broadcasting outlet went on the air with a brief dedicatory ceremony. At 5 o'clock the station picked up regular ABC-TV programming and the race was on.

WLWI, broadcasting on ch. 13 with 316 kw visual, 158 kw aural, is using temporary studios. Ground was broken for a new \$500-600,000 facility Sept. 6; the new building (see above) will be completed next spring, with two main studios completely equipped for color.

Crosley had been sitting out an FCC deadlock over approval of equipment since Sept. 15, its planned starting date—and has had a full staff of 71 since that date. The ch. 13 facility has been producing its full program schedule daily, but on a closed circuit basis, using the time as a training period to acquaint sales personnel with program material.

According to John B. Babcock, assistant general manager, business that was on the books as of Sept. 15 will be given bonus dollar value of facilities as they would have been billed. Availabilities are being scheduled within the next few weeks, Mr. Babcock said.

Sonderling & Associates Buy WDIA Memphis for \$1 Million

A Negro-programmed station in Memphis, Tenn., has been sold for \$1 million. WDIA—50 kw daytime, 1 kw night on 1070 kc—which specializes in serving Memphis' mid-south Negro population has been sold by John R. Pepper and E. R. Ferguson to Egmont Sonderling and associates. Mr. Sonderling and his group—Richard Goodman, Chicago real estate holdings, and Mason A. Loundy, Chicago banker—own WOPA Oak Park, Ill. (Chicago area), and KXEL Waterloo, Iowa. Ownership is held 55% by Mr. Goodman, 25% by Mr. Sonderling and 20% by Mr. Loundy. Terms of the WDIA purchase agreement call for \$290,000 in cash and the remainder paid off over a number of years. Mr. Ferguson will remain as general manager of the station under a long-term contract, it was announced. No change in the station's programming is contemplated, Mr. Sonderling said.

WGN-TV Using Limited Color

Plans for programming color on a "modest" scale—approximately three hours weekly at the outset—were announced last week by WGN-TV Chicago, to start Nov. 1. The limited schedule is being inaugurated, according to Ward L. Quaal, vice president and general manager of WGN Inc. (WGN-AM-TV), "in view of the technical improvements in color transmission that have been made during recent months."

Carl J. Meyers, WGN-AM-TV engineer-

ing director, said the equipment included one studio live camera chain and three-tube vidicon color film chain for complete color projection, adequate for handling film, slides and opaques.

WBRD Broadcasting on 1420 Kc

WBRD Bradenton, Fla., last week completed its first week of broadcasting on 1420 kc, 1 kw, daytime. Serving the Bradenton-Sarasota area, WBRD operates from a new building three miles southeast of Bradenton on Nashville Road. Robert R. Nelson, president and majority stockholder of the licensee, Sunshine State Broadcasting Co., is former executive vice president-general manager of WARD-AM-TV Johnstown, Pa.

WLOI Will Appeal Citation Against Station Newscaster

WLOI La Porte, Ind., will appeal to the Indiana Supreme Court a contempt citation against its newscaster, Jean LaGrange, who was fined and sentenced to jail for implying "collusion" in a murder trial.

Circuit Court Judge Harry Long last Monday overruled WLOI's motion asking both for reconsideration of the citation and for a new trial involving defendant Robert L. Johnston. His original judgment of a \$250 fine and 45 days imprisonment still stands, with the station posting \$1,000 bond for Mr. LaGrange's release. Mr. LaGrange charged freedom of the press is involved and that "newsmen should be allowed to interpret the news for their readers and listeners."

The newscaster was cited after introduction in the murder case of a transcript from Mr. LaGrange's news program. In it he interviewed the defendant, who claimed he was offered a suspended sentence if he pleaded guilty to manslaughter instead of first-degree murder. The newscaster suggested "unethical" practices involving the defense attorneys, prosecutor and trial judge [STATIONS, Oct. 28]. Judge Long then declared a mistrial.

The case reportedly received high interest at the recent Indiana Broadcasters Assn. meeting in French Lick, Ind. (see page 92), but was held off the agenda at the request of WLOI representatives. It's understood the IBA board meeting will discuss the case at a Nov. 12 meeting.

WBOY-TV to Go on Air Nov. 10

WBOY-TV Clarksburg, W. Va., reports it will begin formal programming at 11 a.m. next Sunday. The station is a member of the Friendly Group (WSTV-AM-TV Steubenville, Ohio; KODE-AM-TV Joplin, Mo.; WPIT Pittsburgh, and WPAR Parkersburg, W. Va.) which is headed by Jack Berkman, WBOY-TV president. It will carry both NBC and ABC network programs. WBOY-TV plans special emphasis on central West Virginia news and sports.

A special dedicatory program will be held Nov. 17. WBOY-TV is represented nationally by Avery-Knodel Inc.

KDKA-TV FORECASTS FORD FUTURE

When Ford automobile dealers in the Tri-State area (Pennsylvania, West Virginia and Ohio) unveil the 1958 model this Friday, KDKA-TV Pittsburgh will carry a special 30-minute tv variety program originating from the Horizon Room at the Greater Pittsburgh Airport. KDKA-TV and the J. Walter Thompson Co., agency for Ford, are jointly trying out this experiment, which if successful, reportedly could result in Ford dealers all over the country being asked to supplement the national campaign by presenting similar programs for their own markets.

KDKA-TV reports that it plans to use four cameras and 2,600 feet of cable to cover the floor show inside the building and the commercial outside and will relay the telecast to two other stations, WTRF-TV Wheeling, W. Va., and WJAC-TV Johnstown, Pa.

The show will feature singers Frank Parker and Betty Madigan, 17 new cars and a parade of beautiful models.

Arnold Chase of J. Walter Thompson will produce the special program for the Ford dealers and KDKA-TV's Joe Samul will direct it.